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Application Number	09/575,123
Filing Date	23 May 2000
First Named Inventor	Kia Silverbrook
Art Unit	2176
Examiner Name	Laurie Anne Ries
Attorney Docket Number	NPA006US

ENCLOSURES (Check all that apply)

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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name			
Signature			
Printed name	Kia Silverbrook & Paul Lapstun		
Date	March 26, 2007	Reg. No.	

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In the United States Patent and Trademark Office

Serial Number:	09/575123		
Application. Filed:	May 23, 2000		
Applicant:	Kia Silverbrook; Paul Lapstun		
Application Title:	Method and System for Delivery of a Newspaper or Magazine		
Examiner/GAU:	Laurie Anne Ries	2176	
	Dated	March 26, 2007	
	At:	Balmain, NSW	
	Docket No.	NPA006US	

REPLY

Commissioner for Patents
Washington, District of Columbia 20231

Dear Sir:

The Applicant thanks the Examiner for the Office Action dated January 10, 2007.

Claim Rejections – 35 USC § 103

The Applicant contests the Examiner's assertion that the present invention is obvious in view of Dougherty and the newly cited Fateh.

The Examiner supports his assertion of obviousness (on page 5 of the Office Action) by referring to column 11, lines 48-59 of Fateh. This passage of Fateh teaches using a gyroscope to determine an orientation of a sensing device.

In its previous response filed 20 October 2006 (see page 5), the Applicant foreshadowed Fateh's known gyroscopic methods for determining an orientation of a sensing device. However, claim 1 does not merely specify determining an orientation of a sensing device using *any* method or even gyroscopic methods. Rather, claim 1 specifies that each tag printed on the periodical contains coded data identifying a page identity, its own location on the page and its relative orientation.

Claim 1 says nothing about using gyroscopic means for determining the orientation of a sensing device. Claim 1 specifies only a method of delivering a page of a periodical, whereby the page includes printed tags that include orientation data.

Accordingly, it is submitted that the Examiner's reference to Fateh is not relevant to the patentability of the present invention. Fateh suggests that it is useful for a sensing device to determine its orientation, but does not teach or suggest printing coded data tags that contain orientation data. Thus, the combination of Dougherty and Fateh falls short of providing the skilled person with sufficient motivation to arrive at the present invention. Even if (which is denied) one accepts that Dougherty teaches all the other features of claim 1, the additional teaching of Fateh would lead the skilled person only to include a gyroscope in Dougherty's sensing device; it would not lead him to make further modifications of the coded data contained in Dougherty's "hotspots".

For at least these reasons, the Applicant submits that the Examiner's allegation of obviousness in view of Dougherty and Fateh is improper and should be withdrawn.

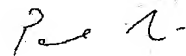
It is submitted that all the Examiner's objections have been traversed. Reconsideration and allowance of this application is respectfully solicited.

Very respectfully,

Applicants:



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